

ABSTRACT

A system, method, and apparatus for allocating demand for a number of time periods is presented herein. The business volume is monitored during each time period, and wherein the business volume is found to lag or exceed certain thresholds, incentives or surcharges are imposed, respectively. Wherein an incentive is offered during a time period, the business volume during the time period is monitored and wherein the business volume exceeds a certain threshold, the incentive is withdrawn. Wherein a surcharge is imposed during a time period, the business volume during the time period is monitored and wherein the business volume drops to a certain threshold, the surcharge is withdrawn.